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BUSINESS REPLY MAIL

VIRGINIA SLIMS LEGENDS
SWEEPSTAKES
P.O. Box 7523
Melville, NY 11747-9174

2061189011

Source: https://www.industrydocuments.ucsf.edu/docs/pynn0003

# The Virginia Slims Legends Sweepstakes

**See the Virginia Slims Legends play on the court and you get to play in the sand.**

It's simple. Just fill out the official entry form, fold, seal and mail for your chance to win a FREE Florida Weekend – 3-day, 2-night trip for two to see the Virginia Slims Legends in Delray Beach, Florida on December 7-8, 1996. All entries must be received by 11/4/96.

## Grand Prize:

3-day, 2-night trip for two to Delray Beach, Florida

Two Roundtrip Coach Airline Tickets

First Class Hotel Accommodations
(Double Occupancy including meals)

Two Tickets to the Saturday & Sunday Virginia Slims Legends Event

Legends Player meet and greet

**OFFICIAL RULES - NO PURCHASE NECESSARY - LIMITED TO SMOKERS 21 YEARS OF AGE OR OLDER.** Sweepstakes open to U.S. residents who enter in the following markets: Delray Beach, FL; Tampa, FL; Houston, TX; Oklahoma City, OK; or Dallas, TX who are smokers 21 years of age or older as of 4/15/96. To enter the VIRGINIA SLIMS Sweepstakes complete the official entry form with your name, address and answers to the questions listed and mail the pre-addressed, postage paid entry form. Limit one entry per person regardless of the number of surveys completed. Entries must be received by 11/4/96. Mechanically reproduced entries are void. To receive an official entry form by mail, print your complete name and address, including zip code and birth date on a 3" x 5" piece of paper and mail to: VIRGINIA SLIMS SWEEPSTAKES REQUESTS, P.O. Box 7588, Melville, NY 11775-7588. Limit one request per envelope. Requests must be received by 10/14/96. Philip Morris Incorporated (sponsor) does not assume any responsibility for lost, misdirected or multiple entries or typographical or other errors in the printing of the entry forms, administration of the sweepstakes or in the announcement of the prizes. All entries become the exclusive property of the sponsor and will not be returned. A random drawing will be held on or about 11/14/96 from among all completed and eligible entries received in each of the 5 participating markets: Delray Beach, Tampa, Houston, Oklahoma City and Dallas. There will be one Grand Prize winner per market. Grand Prize (5e A 3-day, 2-night trip for two to see the Legends at Ilovine play at Delray Beach Tennis Center, December 7 and 8, 1996. Includes roundtrip coach air transportation from a major airport nearest winner's home, however residing within 250 miles of Delray Beach; will be provided ground transportation; hotel accommodations (double occupancy) for tickets to the Saturday and Sunday Legends event; meals and player meet and greet. (Est. retail value $3,500.) All prizes will be awarded. Odds of winning will depend on the number of entries received from each market. Drawing will be conducted by National Judging Institute Inc. an independent judging organization whose decisions on all matters relating to the sweepstakes are final. Winners will be notified by certified mail. Prizes are nontransferable; cash equivalents may be provided at the sole discretion of Philip Morris Incorporated. Winners will be solely responsible for any federal, state or local taxes. Winners will be required to verify address and execute an affidavit of eligibility and liability/publicity release within 7 days of notification attempt or alternate winners will be selected. Travel companion (a winner must be 21 years of age or older and will be required to execute a travel liability release. Trip subject to availability and confirmation of reservations and must be taken on date specified by sponsor. If winner is unable to take trip on date specified, prize will be forfeited and an alternate winner selected. Certain travel restrictions may apply. Philip Morris Incorporated and its agencies assume no responsibility or liability for damages, losses or injury resulting from acceptance or use of prizes. By accepting prizes, winners grant to Philip Morris Incorporated and its affiliates the right to use winners' names and likenesses in the promotional activities relating to this sweepstakes without further notification or permission from or compensation to the winners, except where prohibited by law. Employees and their families of Philip Morris Incorporated, its affiliates, subsidiaries, distributors, advertising agencies and other agents are not eligible. Subject to all federal, state and local laws and regulations. **VOID IN MICHIGAN, MASSACHUSETTS, VIRGINIA AND WHERE PROHIBITED.** For the names of the winners available after December 1, 1996, send a stamped self-addressed envelope to: VIRGINIA SLIMS SWEEPSTAKES WINNER, P.O. Box 7585, Melville, NY 11775-7585

## OFFICIAL ENTRY FORM

**Entry Deadline: 11/4/96**
**Please Print**

☐ Mr.
☐ Ms.
☐ Mrs. First M.I. Last

Address Apt.#

City State Zip

*By completing this survey, entering the sweepstakes, and signing below, I certify that I am a cigarette smoker 21 years of age or older. I have read and understand the rules. I am also willing to receive cigarette coupons and branded incentive items in the mail, subject to applicable state and federal law.*

Signature (required) Date of Birth (required) Month Day Year

Area Code ( )
Phone Number Today's Date Month Day Year

TEAR OFF AT PERFORATION

1. What is your regular brand of cigarettes-that is the brand that you smoke most often? _____ Brand
2. Is your regular brand...? (check one)
   ☐ Regular/King Size ☐ 100's ☐ 120's
3. Is your regular brand...? (check one)
   ☐ Menthol ☐ Non-Menthol
4. Is your regular brand...? (check one)
   ☐ Lowest/1 mg Tar ☐ Ultra/Extra Low Tar
   ☐ Light/Mild ☐ Medium ☐ Full Flavor
5. Do you usually buy it by the...? (check one) ☐ Pack ☐ Carton ☐ Both Ways
6. How long have you smoked this brand...? (check one)
   ☐ less than a year ☐ 1 to 2 Years
   ☐ 2 to 3 Years ☐ 3 to 5 Years ☐ Over 5 Years
7. What, if any, was your previous brand?
   _____
8. The next time you go to the store, if your regular brand were not available, what would you do? (check one)
   ☐ Go to another store to by my regular brand.
   ☐ Wait until the store has my regular brand.
   ☐ Buy another type or length of my regular brand.
   ☐ Buy a different brand entirely.
9. Which of the following statements best describes the way you use cigarette coupons...? (check one)
   ☐ I use almost any cigarette coupon I get.
   ☐ I only use coupons if they are for my regular brand.
   ☐ I occasionally use coupons for cigarettes, even if they are not for my regular brand
   ☐ I never use coupons to buy cigarettes.
10. If your regular brand were not available, which of the following would you consider buying? (Check all that apply.)

| | | | |
|---|---|---|---|
| ☐ Alpine | ☐ Cajun | ☐ Monarch | ☐ True |
| ☐ Basic | ☐ Doral | ☐ Montclair | ☐ Vantage |
| ☐ Benson & Hedges | ☐ GPC | ☐ More | ☐ Virginia Slims |
| ☐ Best Buy | ☐ Kent | ☐ Newport | ☐ Winston |
| ☐ Best Value | ☐ Kool | ☐ Now | ☐ None |
| ☐ Cambridge | ☐ Marlboro | ☐ Parliament | |
| ☐ Camel | ☐ Merit | ☐ Salem | |
| ☐ Carlton | ☐ Misty | ☐ Store Brand/Generic | |

☐ Other _____

11. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? (Use as many lines as you need. Write in exact number of packs for each brand below. Note: 1 carton= 10 packs.)
    Brand name _____ # of Packs _____
    Brand name _____ # of Packs _____
    Brand name _____ # of Packs _____
    Brand name _____ # of Packs _____
12. Where do you usually buy your cigarettes? (Check one)
    ☐ Supermarket Chain ☐ Convenience/Gas Station
    ☐ Discount Store ☐ Neighborhood Grocery ☐ Drug Store/Pharmacy
13. How often do you use special in-store cigarette offers, such as a free gift with purchase, a 2-for-1, or special prices?
    I look for special offers for my regular brand.... ☐ Frequently ☐ Occasionally ☐ Never
    I take advantage of special offers for brands other than my regular brand.... ☐ Frequently ☐ Occasionally ☐ Never
14. Are there other smokers in your household 21 years of age or older? Please print full names, birth dates and regular brands.

First Name M.I. Last Name
Birth Date Regular Brand

First Name M.I. Last Name
Birth Date Regular Brand

FOLD HERE

15. Do you have a friend 21 years of age or older who smokes and would like to receive cigarette coupons and branded incentive items in the mail? Please print full name and phone number.

First Name M.I. Last Name
Birth Date Regular Brand

SEAL HERE

TAMP

VIRGINIA SLIMS LEGENDS

SPONSORED BY:
VIRGINIA SLIMS LIGHTS 100'S

Regular: 8 mg "tar," 0.7 mg nicotine—Menthol: 8 mg "tar," 0.8 mg nicotine av. per cigarette by FTC Method.

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SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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